

CONVENTION NUMBER

• AUGUST, 1941

SS-C-181b for masonry cements? The Type I specification is not so difficult to meet; but the Type II specification—which covers masonry for general use—is the most demanding on record. The best recommendation we can offer for Hawkeye



Masonry Cement is that it meets the Type II specification. This superior product is consistent with the policies of an organization which, for more than thirty years, has established a record of dependable performance with Hawkeye Portland Cement.

Hawkeye

**PORTLAND CEMENT CO.
DES MOINES, IOWA**

SEEING...

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BETTER LIGHT for *Better Sight*

LIGHTING DEPARTMENT

NORTHERN STATES



POWER COMPANY

Northwest Architect

Volume 5

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1941

Editorial Comment

Readers who during the past year have enjoyed Mr. Purcell's lively articles will be interested to know that September "Pencil Points" will publish an appraisal by Talbot Hamlin of the work of George Grant Elmslie, including the work of Purcell & Elmslie, 1910—1920. The account will be illustrated with a large number of selected photographs.



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Northwest Architect is published by the Minnesota Association of Architects in the interests of the architectural profession and the building industry and is the official publication of the association.

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The Annual Convention

Once a year the architects of Minnesota, together with their engineering associates, draftsmen and friends in the building industry, are given the opportunity of meeting together in annual convention—to rekindle the fires of fellowship, to discuss and work towards solution of their common problems—and finally to relax and put away the cares of the office, the routine and humdrum, and to enjoy themselves.

This year the convention will be in Duluth (the air-conditioned city of America) and for the first time will be a two-day meeting—Friday, August 22, and Saturday, August 23. Everything points to a very successful gathering. The Convention Committee, headed by Otto Olsen of Duluth, has worked tirelessly in co-operation with the officers of the Association to arrange the details.

All that remains to assure full success is that YOU attend. It is your once a year opportunity for fellowship and expression and exchange of ideas. You owe it to yourself and to the men who have devoted many hours to prepare the meeting, to attend. So, close your office on Friday, August 22, and come to your Convention. Bring your wife along—invite your draftsmen, engineering associates, and material men friends to come along. Remember, your friends will be looking for you. It's your convention only if you attend.

The Gadget Age!

WE think that if we can arrange a push button for it—no brains are needed. It's becoming true. But just why should we wish to avoid using our brains?

Grandpa says, "You ought to have some regular chores for those boys to do, that's what makes character."

You're right Gramp—"Now just what—around this modern house, is there for a boy to do—especially since we have just put in a lawn of dichondra repens which smothers out the weeds and never has to be mowed."

Philosophical Tom says to the auto salesman, "I don't want one of those button gear shifts. Pulling that lever is the only thing they've left me to do. Driving is no fun any more, and I can't keep awake."

But this push-button complex goes much farther. The enormous profits made in the least useful commodities, with the consequent flood of expensive advertising, leads honest men to the belief that all they have to do is buy space in a printed page or have some comedian blab his slogans over the radio and the profits will come rolling in.

If architects want more business they must develop a sales program and actually work at it. After they have earned the right to advertise, it will be time enough to talk about the character of the campaign.

Duluth—August 22nd!

NOT ADVERTISING

But *“SALES”*!!

by William Gray Purcell, A.I.A.

Advertising Manager
Alexander Brothers, Philadelphia,
1917-1920.

Advertising

is the excellent fuel which burned into air drives no machine. You've got to put the force which is advertising into a sales campaign of machine efficiency or you will get no business. Without such an engine, publicity is just gas.



THE ARCHITECTS OF MINNESOTA propose to do some advertising and there are various proposals for the use of available media. But these ideas and discussions are all based on the gadget theory. It is considered that professional business can be zipped into robust production by some patent pill without much effort on the part of the architects. They think if they can only form the right arguments and find money to pay for broadcasting them in the press, along the highways and on the air, that the commissions will come rolling in.

Those who sell advertising, radio stations, billboards, newspapers, and periodicals, printers and publishers, are themselves in tremendous competition with one another and in many instances the advertiser and his interests are forgotten in the advertising salesman's scramble for business. They take your money and if little business results — well, that's too bad.

Prospective purchasers of time or space do not know how unsuccessful some of the big successes really are. Amateur advertisers do not realize what enormous percentages of total sales must be re-expended to gain and hold business, and on the other hand, how much effort manufacturers put into the *sales campaign* which backs up the advertising and which is the essential basis of new business.

One must always distinguish between “selling the advertising” and selling the *product* which the advertising talks about. A campaign “goes over big”, everybody talks about it, the advertisements are wonderful,

but does the public buy the product? All current publicity and all ideas for ARCHITECT's advertising are more or less successful in selling to the public the idea that beauty in homes is essential, that architecture is just grand, and that to have an architect is a necessity for everybody else (if they can afford it). . . “as for us, we know just what we want anyway and don't need any architect.”

If we can't convince the building industry as a whole that architects are essential — it's going to be plenty hard to convince the public, when for every architect there are ten in the sales or contracting fields who talk and work against the architect. Of course they don't tell him so — but there are too many cases where the picture is drawn “you don't need an architect for this job — we'll do this and that, and put you in touch with so and so — that will fix you up just fine.”

What Is a Sales Program?

Every sales program simmers down to the Golden Rule first given out by K'ung Fu tse, reappearing in our Bible and in many another religious and ethical system.

“What you do not like when done to yourself, do not do to others.”

It's commonest and most offensive form is the cigar the salesman hands you in hopes of a good order.

But long before you are even ready to think about advertising you have to build up something to advertise. You are not selling houses or house plans you know; you're selling brains, experience, and heart, and selling intangibles is the hardest of all.

ONLY ANOTHER OPINION BY ANOTHER ARCHITECT. After all, Bill Purcell is just an architect like the rest of us. What Minnesota Architects need is professional advertising counsel. If “Hire an Architect” are sound words, “Hire a publicity expert” is but logic.

So perhaps I should first establish myself as an authority for I am not just taking a flyer in a field outside my trade.

For three years after leaving Minneapolis, I was Advertising Manager and member of the executive board of Alexander Brothers, Philadelphia, World's largest manufacturers of engineering leather. Our advertising campaign won first prize in New York Business and Advertising show. Our methods pioneered a wholly new approach to sales promotion and actually laid the foundation for current advertising technique. We were among the first to see Advertising as that Form, of which the sales system was the Structure—advertising as Business Architecture.

And the “traditionalists” in advertising are still inspiring themselves with our works. I recently saw a Saturday Evening Post page which a well-known national manufacturer of building materials had lifted word for word, illustrations, type face and layout, from one of our Alexander Post pages; only his name and his product substituted for Alexander's—that's the old Beaux Arts spirit!

Golden Text

Any advertising project for Architect's Services which does not make a plain trail to the signature on a contract to produce plans for a building is wasted effort.

Use this as the first and last test of any proposal to spend either time or money to secure more clients. The Architect's trade is also a business — telling the public about it is no use unless it brings a customer.

To begin with you must *do* something for somebody. First shake yourself out of conventional approaches to everything in the community that in any way touches building and see what, how and where something genuine and useful can be done in such a way that it will secure willing and enthusiastic public attention.

Do something, as *Architects* — for the public.

Acting as the Minnesota Association of Architects, find out what each of your brother architects is naturally interested in, sport, charity, hobby, recreation, social, religious, fraternal — and in order to get perspective, let a committee study with him, and make counsel concerning what he can do to make people conscious of the Architect in general and of himself in particular, *as an architect*, all as an active and practical part of whichever of these various enterprises appears to be most promising for his abilities. Keep this work alive and personal, keep such committee data from becoming wound up in paper records.

But don't stop there.

You can't fix public attention upon vague characteristics or upon moral or professional excellencies, or even upon altruistic services. Each architect should move his special interest into some practical concrete project and *out of this*, when it is really a going concern, will arise the means by which the world can best be told about it.

Field for Exploration

Specifically just what may be possible and which enterprises would prove best to get behind, is a study much too large for these pages. But one can acknowledge that the architect always faces the old sales problem of every business, that of finding out what the public can, or thinks it can pay for a given service — and then supplying that service, of the best and *most complete* character, for *that amount of money and no more*.

I recommend as required reading for Architects the chapter "The Year We Went Broke" in "My Life and Work" by Henry Ford. He priced his cars for 1922 at \$75.00 less than 1921 costs and then forced himself to find a way to produce those cars *at a profit*. (\$78,000,-000 profit).

There are so many special and local factors that it would be presumptuous for anyone to lay down a "take it or leave it" program. In all these matters it is better to be doing something and charge the loss to advertising (be sure you *get* the advertising out of it) than to let the business world keep turning more and more individual firms of architects into super draftsmen.

We architects are really trying to compete with a high pressure, high profit, efficiently organized business world which proceeds on the principle that "free enterprise

is a grand idea for us business men, and the profits which the world owes us as a natural right must of course be at least ten per cent over and above all costs, salaries, dividends, taxes, depreciation, etc., etc., — what's that you say? — free enterprise for the architect? fine! fine! — but we certainly can't add another 6% to our production costs, that's just an unnecessary expense, when we can hire 'em and fire 'em and charge it all to overhead."

The builder, the realtor, the housing operator, the lumber yards, all have a material object to sell. The Average Mind is accustomed to put some *thing* beside some *money* and a high pressure salesman makes the decision for him. Of the value of the thing people know little. Of how it came to have value they know nothing. They are a part of our very large and very complicated machine-age processes.

Now to ask the Average Mind to decide for himself the value of that which is not a thing, the Art of Architecture, applied to what does not yet exist, a Building, and to lay down a lump sum of money for certain abstract qualities, Beauty, Economy, Convenience, Self Respect, Permanence of Design, Durability of Construction, Satisfaction in Possession, Grace in Maturity, qualities which will remain for him dissolved and to a large extent unseen in the finished work of art, when he gets it — that is indeed a sales problem.

Purchase of Publicity

There might come a time (although for architects I am somewhat skeptical) when newspaper advertising would produce business for architects, but when this time comes it will be as a result of a soundly constructed and successfully operating *sales* program. Daily paper advertising campaigns might sustain sales of architectural services if the architects had selling machinery to which the force of such local publicity might be applied. Buying small amounts of advertising space to appease the newspapers with the expectation of thereby securing editorial and news column recognition and credit lines under pictures of buildings, is of no appreciable value because such notices lie in the news strata of the public mind and exert no pressure on the impulse to buy — to hire an architect. Such adventuring is too remote from the dotted line of an actual contract-to-make-plans.

Commercial business has long ago lost interest in the combination of advertising with news column gratuities and high grade papers will have nothing to do with any such basis of selling space. Newspapers mention men who are news (architects are not yet news) and business men continue to buy space as long as it sells goods (including a lot of wishful thinking about just *what* is actually selling the goods — or why not).

Architects should wake up to the fact that making buildings for human use has more universal news and advertising appeal than any human interest, sex alone excepted — and yet everybody else is running off with this "natural" which grows only in the world of the Architect.

Newspaper and radio publicity about architects and buildings do have a sustaining function, but it is the architect who is sustaining the publishers and the broadcasting stations—and paying them for the privilege. He remains unsustained. I know of no instance where “coöperation” with newspapers by the purchase of advertising space has produced a commensurate right attitude on their part toward the profession and its large contribution to real live community news.

The Building Page in Newspapers, and home building broadcasts, get plenty of listeners, may create a certain amount of business for building materials and contractors, but such media certainly will not alone create a public who will hire-an-architect. Talk and type simply will not do that kind of work.

It won't do it for corn flakes, bovril, beanlets or motor cars and it won't do it for architects. For when you tune in, or turn pages, you don't see the *sales structure* of the company who is asking you for attention. “Sales” is the machine which produces the business. Advertising is only the gas which makes it go. Your problem is not where to advertise and how to pay for it—but where and when and who and how to *sell*. Some problem—gentlemen—but you've got to solve it together with team spirit, because the cream of your business is flowing to non-professional men and companies and to Government.

On the Air

Minnesota Architects are also considering radio advertising.

This generous thought is characteristic of the public spirit of our profession and will be welcomed by the material dealers, young married couples looking for free plans and the morning house wife who is sort of fed up on soap opera.

And then it gives the architect a wonderful feeling to hear his name coming over the air—millions hearing it, his business lusciously boosted as an essential need of all! However, the radio stations are hardly objects of charity and what money—and time, if any, the architects can spare outside their daily grind should be spent getting more business for themselves.

Are architects mice or men? One preliminary step in selling the idea that architects are men whose trade is as essential as law and medicine, is to face with their own printed and pictured words these time-borrowing salesmen who come to our offices. In some courteous way we must begin to say, “As you know, the U. S. Gypsum Co., Libby Owens Ford, Pella Rolscreens and Sash, and many others, are showing reciprocal appreciation of architects in their advertising and when your company shows a similar active and *sincere* appreciation for the use of pictures of our buildings to help you get business, we will show our appreciation by recommending your product.”

In view of the large number of excellent products now competing for business in each special line, a punctilious architect can refuse to specify a given product without any damage to his conscience or ethics—and this will be effective even when the favored company has little better record of genuine coöperation.

NORTHWEST ARCHITECT is appreciative of advertisers, who, it is hoped, are furthering their sales by speaking to prospective customers through our pages, but even a hungry man is but poorly fed by one who hands him a quarter without a smile of friendship or some gesture of practical hope. Indeed, the best of help is a poor substitute for some mutual system, producing business for both.

If five of the best architectural heads in the Twin Cities, as an example, would spend but one solid hour a week (and *not* a lunch hour) on *real sales effort* (and forget advertising) you would get results.

Practical Procedure

THE FIRST EFFECTIVE PLACE TO SPEND MONEY on an indirect sales program is a hired secretary who working with a live and periodically renewed committee, will comb every technical journal, newspaper, national periodical, manufacturers' catalog, and not only write a courteous letter to every company who publishes the picture of a building without giving the architect credit—but stay with it until a reply is received.

ARCHITECTS, THE MANUFACTURER'S BEST SALESMEN

And a mere “author line” under the picture is not enough. There should be appreciation for the architect in a statement commensurate with the size of the advertisement and the privilege granted by the architect of having his product used in so distinguished a building. The use of building as advertising illustration is proof of benefits received by advertiser.

“A few shots and quit,” on this program is of no value—It would be a year or so before results would show. Attention should be given first to Minnesota media which reach the general public, local newspapers, catalogs of local manufacturers, resort and travel booklets. If time and cash are available, move into a wider field. Send accounts of campaign regularly to other state societies, get their co-operation when national periodicals are reached. Last and least important of all, work with the architectural periodicals—not much use advertising to yourselves.

DEPARTMENT, THE ARCHITECT'S BEST SALES ARGUMENT

And finally the letters sent out by this committee—each and every one must be perfect examples of a perfect letter in appearance—typing and text. Every letter must convey the dignity of the profession. The paper should be good quality and weight but not markedly expensive, and the printing (not engraving) should be the very best craftsmanship. The letter should not high hat the receiver.

The Minnesota Association executive who signs these letters should be selected on the basis of who has the most distinguished and convincing signature and he must be geographically near the secretary's office to sign the daily batch unhurried and full of conviction. I believe this committee should consist of three members, one of whom would be replaced every month so as to keep committee alert and to make every member eventually familiar with the work. No lunch meetings. Lunch committeemen use up their self-starters in starting to eat, occasionally arrive at talk about what they are going to do when they actually start working.

To Industrial Leaders and Business Men of Minnesota

A sales story for architects along the following lines is being prepared in suitable brochure form and will be sent by the Minnesota Association of Architects to executives of industry and business throughout the state, together with an alphabetical listing of members.

Nearly every man in his business lifetime is confronted at least once with the problem of building a new building or modernizing an old one. Building a new building or modernizing an existing one is a serious business. Not only is the financial investment important, but the success or failure of the plan or design of the structure may well determine the degree of success of the business, as well as the investment. Countless cases prove this fact. It is the reason why leading and successful business organizations the country over turn to the architect and engineer for professional and expert guidance when contemplating any new building or alteration work.

The average man in his lifetime consults his physician many times. Likewise, when he wants to keep out of legal difficulty, or when he gets into legal trouble, he consults a lawyer. The architect, like these men, has the professional training and experience which qualify him to best serve the needs of his client. Like them he is required by state law to be licensed to practice and he assumes responsibilities for the technical and structural correctness of his plans and specifications. As the owner's agent he has no prejudicial interests in the project and no financial interest in the building or the materials or equipment which enter into it. His services to be of true value to the owner must be entirely impartial and unbiased and his opinions, either oral or expressed by means of plans and specifications, should represent his diagnosis of each owner's particular problem, using his technical knowledge and experience of the conditions to be met and of the many materials and products of both good and questionable merit available on the market today.

Because many persons, chiefly because of the fact that their businesses do not often bring them in contact with an architect or engineer in a professional manner, are not familiar with what constitutes architectural service, it will not be out of place to outline, though necessarily briefly, the important function of the architect in the building program.

The architect studies building sites, soil conditions, neighborhood trends, transportation and public facilities. He is the man whose business it is to know the building codes and their application.

In consultation with the owner he will analyze the requirements of the owner, the operation of the owner's business or industry from all viewpoints. He will then prepare the most suitable plan or layout, incorporate the proper structural, sanitary, electrical and mechanical features, specify impartially and without bias the materials and methods of installation of the materials best adapted as to both use and maintenance and express the entire design in such a manner as to be at the same time practical and efficient in operation and attractive in exterior and interior appearance. All this, his years of special education, training and experience fit him for. The architect also will prepare or have

prepared breakdown estimates of costs and will also assist in arranging financing when necessary. He will recommend only reliable builders whom he knows by experience to be capable and of high integrity. Finally, as the agent of the owner, he supervises the construction, to see that the work is performed in accordance with the plans and specifications upon which the owner's contract with the builder is based.

Obviously from the above it may readily be seen that the owner's interests are most carefully considered and safeguarded when he employs an architect.

The building industry as a whole recognizes the important position which the architect holds in reference to a building project, the nature of his services to the owner and his responsibility under the law. There are, of course, some builders and even sellers of certain materials, who prepare "plans and specifications" as inducements to owners to "save the architect's fee." Almost, without exception of course, there is a selfish interest in these cases which any business man cannot overlook. By this method the owner is denied the benefits of true competitive bids. The contractor agrees to furnish what he chooses to furnish to an owner who is generally inexperienced in building. Furthermore, the subcontracts are often parceled out to the lowest bidder and often with respect to price only and not to quality. The savings, if any, are apt to accrue in this case to the builder rather than to the owner. Then as there is no supervision of the work the owner is at the mercy of this type of builder.

It is not mere coincidence that by and large the better builders and those of long and continued good reputation prefer to build from plans and specifications prepared by competent architects, and under an architect's supervision, for these men know that not only are the owner's interests then safeguarded, but proud of their abilities as good builders and managers, they also welcome the trained architect as the impartial judge of this ability and integrity. Furthermore, the building industry as a whole favors the maintenance of true competitive bidding and the elimination of irresponsible and inexperienced subcontractors.

Architects have repeatedly demonstrated to their clients that a better building can be designed and constructed at lower cost by the tried and proved method of obtaining competitive bids from reliable contractors from properly prepared plans and specifications. It is a fact, easily demonstrated, that an architect can save the owner the cost of his fee and often substantially more.

The Minnesota Association of Architects sincerely believes that the above facts deserve your careful consideration when you or your organization plans to build or modernize your present building.

H. W. FRIDLUND, *Secretary*,
Minnesota Association of Architects.

Members and nonmembers alike will be much interested in the letter printed on this page which resulted from a meeting between representatives of the Northwestern Lumbermens Association and E. D. Corwin, Chairman of the Committee on Practice, Fees and Ethics and your secretary. Needless to say the coöperation expressed in this letter is acknowledged and appreciated.

NORTHWESTERN LUMBERMENS ASSOCIATION

Secretary's Office, 710 Foshay Tower, Minneapolis, Minn.
August 5, 1941

Mr. H. W. Fridlund, Secretary
Minnesota Association of Architects
Dear Mr. Fridlund:

Referring to our conference of July 22 in which you, Mr. Corwin, Mr. Parsons and I participated, we are pleased to state definitely the position of the Northwestern Lumbermens Association on the subject of plans by our Architectural Plan Service Department.

First, a few words on the history of this department:

Somewhat more than 20 years ago, the officers and directors of the Northwestern Lumbermens Association came to a realization of the fact that in a large majority of the smaller cities and towns of our territory, there was no competent architectural service available for assisting prospective home builders in planning their homes. In most of those cities and towns, there was no practicing architect. About the only planning service available was supplied by the smaller building contractors who operated in those cities and towns, stock plan books, published by the commercial plan book agencies. In a few isolated instances, our lumber dealer members were sufficiently trained either to draw simple plans or offer constructive suggestions, but this assistance was by no means general. In the face of these facts, our officers and directors were mindful of the additional fact that as result of the lack of proper planning assistance, too many of the customers of our members were building homes that were badly planned and for which no definite specifications were provided. The natural result of this situation was that our customers in a large majority of cases were building homes with no thought of architectural beauty, convenient interior arrangement or proper construction standards. As you can easily imagine, too many of them, therefore, were not getting their money's worth in the homes they were building.

Because of the situation described above, our officers and directors decided that the public was entitled to a better small home planning service than they were getting, and that if our members could, through some means, make such a service available at reasonable cost, they would be doing a splendid public service, and at the same time promoting a stability for their own business.

Looking back over something more than 20 years of history of our Architectural Plan Department, we are gratified to note that through the facilities of this department, our members have been able to render a very valuable public service. As you are doubtless aware, the kind of homes built during the past 20 years, especially in the smaller cities and towns, is vastly superior in every way to those built prior to 20 years ago. We have enabled the home builder to get more for his home building dollar. We, therefore, feel that our Architectural Plan Department has not only justified its existence for the past 20 years, but has merited its continuance for the future.

It should be distinctly understood, of course, that our Architectural Plan Department offers no service directly to the public. Its service is confined strictly to

the members of the Northwestern Lumbermens Association, all of whom are retail lumber and building material dealers. It is through them and through them only that the public has received this service. Furthermore, it should be remembered that our service is not free of charge. Our members are charged a reasonable fee for this service, depending upon the amount of time required to produce the plans.

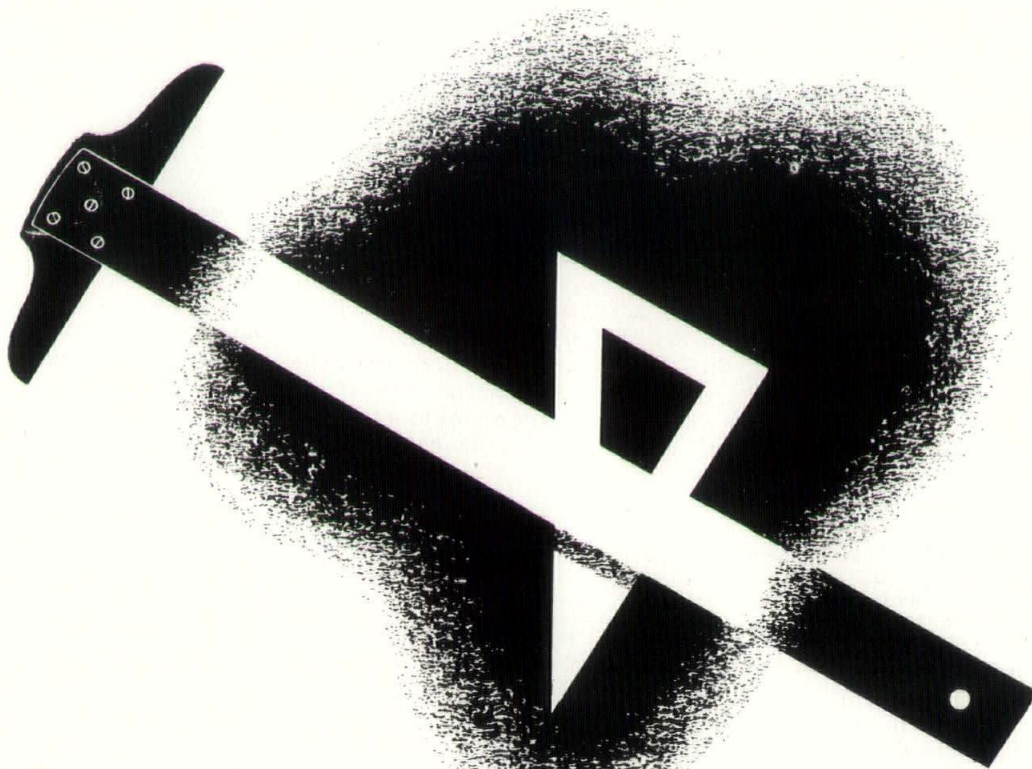
On occasions, our members, in an attempt to render a complete service to their customers, and to compete with contractors, millwork houses and others who offer some sort of a plan service, have asked us to prepare plans for buildings other than small homes. Although we try to avoid preparation of plans for any type of building upon which the public logically should employ a registered architect, there have been instances where we have prepared plans for commercial and industrial buildings and public buildings. We don't, however, regard that field as one in which we should be engaged. We believe that service can better be rendered by the architects. In this belief, we are not altogether altruistic; but since it is not practical for us to provide any supervisory service, we feel that such plans should be prepared by an architect who can and will not only prepare the plans, but provide the proper supervisory and inspection service during the progress of the building. Therefore, it has only been in those instances where it was quite apparent from all the circumstances that if we did not prepare the plans, they would be provided by someone other than a practicing architect, that we have accepted the orders. This type of plans, however, constitutes a very small percentage of the volume of our architectural plan service, and as a general rule can, for all practical purposes, be ignored.

This association would like to have it distinctly understood by the architects of Minnesota and adjacent states, that the Northwestern Lumbermens Association has no desire or intention of competing with practicing architects. If it does so in any instance, it is only because the exigencies of the situation make it impractical, if not impossible, to turn the business over to the architects. While in numerous instances we have been able to do so, there are those instances where it cannot be done, due to competition or other factors. Our primary aim has been, and still is, to provide a logical, practical method whereby the prospective home builder can assure himself of a well-planned, well-built home which will give him not only living comfort and convenience, but the most he can possibly get for his building dollar.


As a means of coöperation with the architects, and in accordance with our conversation of July 22, we shall be happy hereafter to refer to the Board of Registration for Architects and Engineers, any request coming to us for plans for public buildings, as well as other buildings where we feel that our service is not adequate.

You are at liberty to advise the architects, through NORTHWEST ARCHITECT, that the Northwestern Lumbermens Association desires to coöperate fully with the architects, either through their association or otherwise, and has no desire nor intention of competing with them.

Very truly yours,
Northwestern Lumbermens Association
ORMIE C. LANCE, Secretary.



THANKS, ARCHITECTS!

 We've appreciated your coöperation with us and the endorsement you've given our products. We are anxious in turn to do whatever we can in helping solve your problems. Feel free to call on us whenever you have a question regarding roofing or waterproofing. We'll be glad to give whatever help we can, with no obligation of course.

We are wholeheartedly behind the efforts of the Minnesota Association of Architects. Accept our wishes for a most successful convention in Duluth, August 22 and 23.

THE B. F. NELSON MFG. CO.
401 N. E. Main Street Minneapolis, Minnesota

IT'S IN DULUTH—AUGUST 22 AND 23

Officers and Directors, 1941

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Standing Committees for 1941

The following committees have been appointed by President Tusler to serve the Association during the year. Committee Chairmen and members alike share the responsibility of seeing to it that their committees meet and function.

PRACTICE, FEES, AND ETHICS

E. D. Corwin, Chairman

P. C. Bettenburg	A. O. Larson
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H. W. Fridlund	A. I. Raugland
C. A. Hausler	

HOUSING

Robert T. Jones, Chairman

Ray R. Gauger (Additional members may be selected by chairman)

PUBLICATIONS

H. W. Fridlund, Chairman

Robert Cerney	Fred Klawiter
K. M. Fullerton	Gilbert Winkelmann
John Jager	A. O. Larson

Tusler Appoints Nominating Committee

President Tusler has appointed the following members to the Nominating Committee to select six nominees for the three Directorships at large to be elected this year in addition to the directors to be elected from the districts, one from each district:

Gerald Anderson, Carl Buetow, Wm. G. Dorr, A. R. Melander, George Pass, G. W. Shifflet, Eino Jyring.

Convention Week-End Suggestions

To those of you who intend to spend Saturday and Sunday in Duluth, the North Shore or the Arrowhead Country, the following information or suggestions may help you.

If staying in Duluth any class of accommodation may be obtained from the very finest hotel service and rooms to a tourist camp.

If going up the North Shore there are numerous cabin camps along the lake with a few very fine lake-shore hotels.

If going inland there are many places, all on nice lakes, that offer fishing, boating and swimming. The commonest arrangement is that of small cabins with a central cabin, or main lodge, as the dining place.

Literature will be available at convention headquarters on various resorts or in case you want to plan or reserve ahead of time communicate with the Arrowhead Association, Hotel Duluth.

Other suggestions.

Drive through Superior National Forest.

North Shore drive to Port Arthur.

Inland drive to Lake Vermillion.

North Shore to Grand Marais and the Gunflint Trail.

Drive through Jay Cook State Park



Program

Eighth Annual Convention of the Minnesota Association of Architects

Headquarters—Hotel Duluth

Friday, August 22, 1941

- 9:00 a.m.-noon Registration and viewing exhibits
10:00 a.m. Board of Directors Meeting
12:15 p.m. Men's Roundtable Luncheon
Also at 12:15 p.m. Ladies' Luncheon
1:45 p.m. Roundtable discussions on various sub-
jects, including Publicity for Architects, Recap-
turing the Small House, The Architect in Defense,
Housing Our Competition—and What to Do
About It.
The Ladies of the Convention will be entertained
on Friday afternoon at the Women's Club.
3:00 p.m. Formal opening of convention by Presi-
dent W. H. Tusler, followed by Convention busi-
ness.

5:00 p.m. Convention business recesses until 9:00
a.m. Saturday.

5:15 p.m. Cocktails

7:30 p.m. Annual Banquet (informal) entertainment

9:00 p.m. until ?—Annual Dance

Saturday, August 23

9:00 a.m. Convention reconvenes
Report of Resolutions Committee

10:00 a.m. Caucus of Districts and Elections of Di-
rectors

Close of business sessions

12:00 noon Chartered Boat "Detroit" leaves for three-
hour cruise on Lake Superior and Duluth Harbor—
buffet luncheon (men and ladies) served en route

Saturday afternoon—Arrangements for golf have been
made for any who desire to play on Saturday after-
noon or Sunday.

Convention Committees

GENERAL ARRANGEMENTS:

O. M. Olsen, Chairman	P. M. Havens
E. R. Erickson, Sec'y	Wm. Ingemann
R. P. Damberg	A. R. Melander
Wm. G. Dorr	T. J. Shefchik
W. E. Ellingsen	H. S. Starin
F. H. Fitzgerald	J. C. Taylor
H. W. Fridlund	W. H. Tusler

TICKETS AND ATTENDANCE:

Wm. G. Dorr, Chairman	F. W. Jackson
E. D. Corwin	H. N. Orrfalt
R. P. Damberg	G. Pass, Jr.
E. R. Erickson	A. I. Raugland
Wm. Ingemann	R. E. Sorenson

EXHIBITS:

P. M. Havens, Chairman	
W. E. Ellingsen, Ass't	P. M. Olsen
Chairman	L. C. Pinault
P. H. L. Burrell	G. W. Shifflet
C. E. Nystrom	I. C. Taylor

RECEPTION AND HOSPITALITY:

A. R. Melander, Chairman	
Chas. Hausler	L. C. Pinault
A. O. Larson	J. C. Taylor
P. M. Olsen	M. N. Willis

PUBLICITY:

H. W. Fridlund, Chairman	
H. S. Starin, Ass't	A. R. Melander
Chairman	T. J. Shefchik
B. O. Boyum	J. C. Taylor
A. O. Larson	G. L. Winkelmann

LADIES:

Mrs. J. C. Taylor and	
Mrs. E. R. Erickson, Co-chairmen	
Mrs. F. H. Fitzgerald	Mrs. A. O. Larson
Mrs. Chas. Hausler	Mrs. A. R. Melander
Mrs. Wm. Ingemann	Mrs. T. J. Shefchik
Mrs. O. T. Lang	Mrs. H. S. Starin
	Mrs. W. N. Willis

Tickets

Tickets for the Convention are available at advance sale and if you haven't purchased yours at this reading you are urged to do so. In Minneapolis, see Bill Dorr or Tus. In St. Paul, Dell Corwin, Bill Ingemann or Paul Havens. If you're in the Midway see Hal Fridlund. In Duluth, see any Duluth architect. This notice applies also to contractor friends, materialmen, and mechanical and structural engineers and landscape architects, all of whom are invited to participate.

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The Effect of Freezing and

M. H. ALLEN, *Regional Director*
Structural Clay Products Institute

The painting of brick structures has become increasingly popular during recent years, due in part to the adoption by architects of a style of architecture reminiscent of the days when it was common practice to white-wash brick walls, and in part to the preference of some home owners for the effects obtained with painted brick.

To the many who prefer the richness in color and texture of an unpainted brick wall, paint detracts rather than adds to the appearance of such a wall. However, in the final analysis this is primarily a question of preference and taste. If the owner prefers painted brickwork and is willing to pay the additional cost, both initial and in future maintenance, there is no good reason why he should not paint, providing he is not led to believe that he is improving the structural qualities of the wall and that the proper type of brick is selected to receive the paint.

This spring a number of cases have been brought to the attention of Institute engineers where brick in painted walls have spawled off after being exposed to freezing and thawing during the past winter. A typical case is the experience of an architect who wrote to our national office as follows:

"We are confronted with a brick problem on a house we built two years ago that has us stumped . . . The house is brick veneer on wood frame construction, and was completed in April and painted a white . . . cement paint about the first of May. Everything seemed to be all right until the early spring of the succeeding year when large pieces of brick began to spawl off. The exposures made no difference—bricks on all sides were affected—not all of them, but about 5% and just enough to make the house unsightly. I have seen paint come off of brick but never spawling brick such as this, whole sides of bricks to a depth of 1/2 inch.

"Last fall we replaced about fifty brick, especially on sill courses or under the sills on three bay windows, and then had the new brick painted. This spring we are having a repetition of this trouble and I suppose many more brick will have to be replaced, then repainted."

This architect requested an opinion as to the cause of this spawling and asked how it might be prevented on future work. The following was the reply of Mr. Harry Plummer, Chief of the Engineering and Research Section of the Structural Clay Products Institute in Washington.

"The spawling of painted brick, which you described, is not an unusual condition, and is due to the fact that highly absorbent brick which have satisfactory weather resistance when the pores on the face of the brick are left open, permitting the rapid escape of absorbed moisture, may spawl due to freezing in the presence of moisture when these pores are sealed with paint or a waterproofing compound . . .

"The present A.S.T.M. tentative specification for building brick, C62-40T, sets up three grades of brick based on their resistance to weathering. Extensive investigations at the National Bureau of Standards and other laboratories indicate that for most brick, com-

Lawing on Painted Brick

pressive strength, total absorption and saturation coefficients (the ratio of the absorption by 24-hour submersion in cold water to the absorption by 5-hour submersion in boiling water) taken together constitute a fairly accurate measure of resistance to freezing in the presence of moisture. . . .

"Experience on the resistance of painted brick to weathering indicates that a hardburned brick, meeting the requirements of Grade SW of A.S.T.M. Specification C62-40T and having a total absorption by 5-hour boil of not over 10 to 15% gives satisfactory performance. Some brick meeting the requirements for Grade SW and having total absorptions approaching the maximum permitted for this grade (20%) have also given satisfactory service. However, the effect of painting brick of high absorption on the resistance of such brick to weathering is much greater than on lower absorption brick, since the resistance of high absorption brick to freezing is influenced very greatly by the pore structure in the face of the brick which permits the rapid escape of moisture and also the expansion of the ice crystals which form near the face of the brick.

"One point that both research and observations in the field seem to prove is that if brick are to be painted, they must be harder burned and more resistant to freezing in the presence of moisture than if they are unpainted. Unfortunately, this fact is frequently overlooked and second-hand and other brick which would not be considered suitable for use in exposed walls are often used in such locations and painted, which, undoubtedly, accounts for much of the unsatisfactory performance of this type of construction.

"The claim that painting will prevent the penetration of moisture through masonry walls is based on the assumption that the paint will seal the pores of the brick and mortar. All authorities who have studied the question of moisture penetration through masonry walls agree that in practically every case water finds its way to the interior through openings *between* the mortar and brick rather than through the materials themselves. Also, that if water is forced into a wall through openings by wind pressure, the most desirable wall is one in which the pores are open, thus permitting the water to travel to the outside where it evaporates. Such construction is frequently designated as a "breathing wall." On the other hand, if the pores in the face of the wall are sealed, water which enters the wall can reach the outside only through openings in the mortar joints and may be retained in the wall until sufficient quantity accumulates to force its way to the interior. It is quite possible to construct watertight masonry walls which will give satisfactory service even though the pores in the face have been partially or completely sealed. However, a 'breathing wall' is an additional safeguard against the penetration of moisture to the interior."

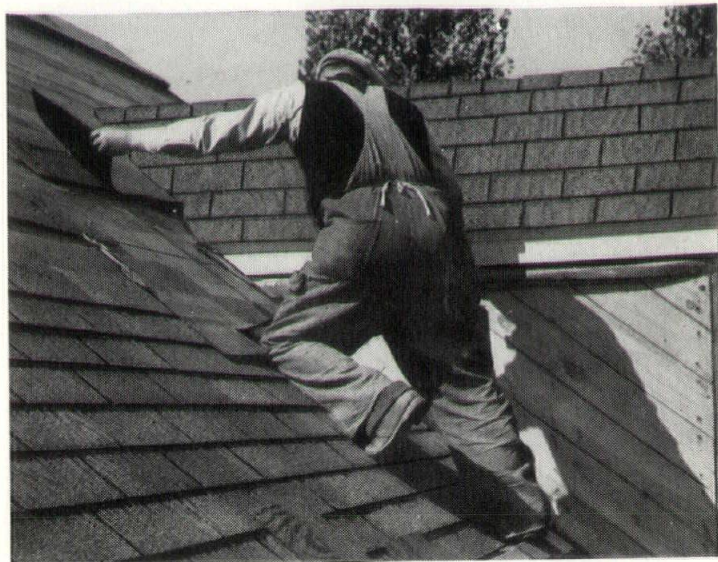
In summing up the results of both research and field observations regarding the painting of brickwork, the following two facts stand out:

1. The cost of painting brickwork must be charged to *appearance alone* and cannot offset by increased performance or resistance to weather as in the case of frame structures.

2. Soft burned, high absorbent brick should *not* be used in exposed walls which are to be painted.

AUGUST, 1941

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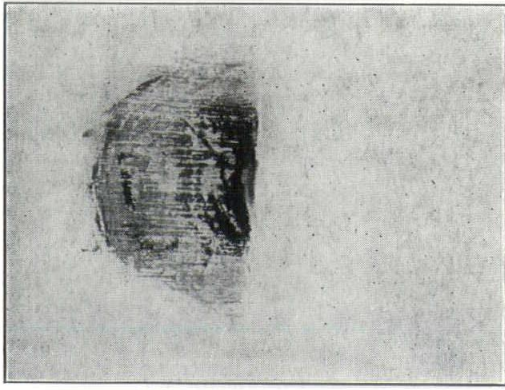


Fig. 1

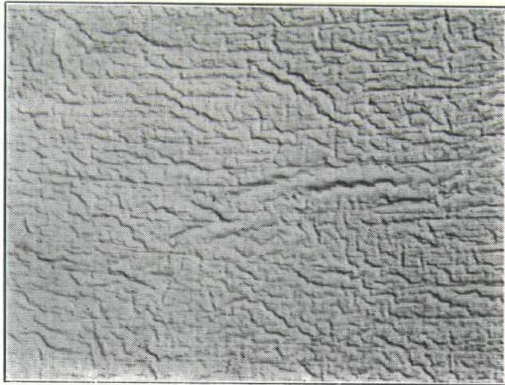


Fig. 2

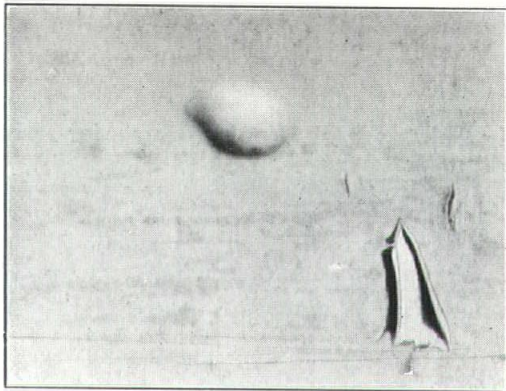


Fig. 3

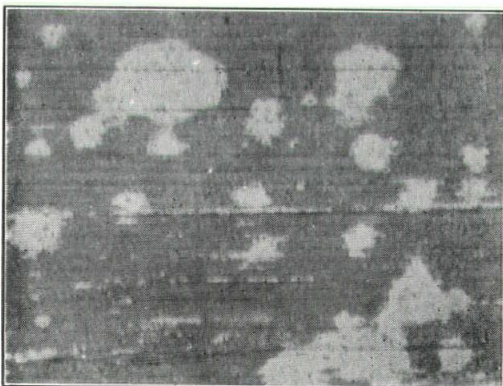


Fig. 4

Bleeding Over Knots (Fig. 1)

One half of knot has been treated

Caused by oil in paint dissolving out substances in knot.

Prevent by coating knot with rosin-free shellac *AFTER* the priming coat.

Wrinkling (Fig. 2)

Caused by excessively thick paint sometimes exaggerated with excessive drier.

Uniform oxidation during drying is not possible with thick coat and surface skin forms before underneath is dry, causing wrinkling. Extreme changes in temperature or excessive humidity during drying are sometimes contributing factors. Under these conditions it is still more important that paint be well brushed on in thin even films with a little turpentine added.

If wrinkling is bad or if a first class job is desired the wrinkled paint must be removed—otherwise the ridges may be sanded down and repainted.

Blistering and Peeling (Fig. 3)

Caused by moisture behind the paint film sometimes due to faulty construction. It is well to check for moisture coming through from interior due to lack of vapor barrier paper being used where insulation is type requiring same, poor fitting of siding against casings, face boards, etc., improper or lack of flashings where required, wood too close to grade so dampness is drawn up from ground. When not due to faulty construction then probably caused by painting on surfaces which are not dry. A FEW HOURS OF RAINGLESS WEATHER ARE NOT SUFFICIENT TO DRY OUT SURFACES. Actually three days of clear dry weather should elapse before painting. Remember, it's better to let wood go without paint temporarily than to take a chance on a paint failure. After all it was unpainted a long time before it got on the job.

Spotting (Fig. 4)

Spotting, which is characterized by lack of gloss, fading and early chalking in spots due to absorption of oil of finish coats by porous surface underneath. Poor prime coat underneath. New work which is given only two coats or old work painted with one coat are most often offenders. This defect will not occur if sufficient, properly formulated paint is applied.

THE ARCHITECT in the course of his professional work is often called upon to determine the cause of paint failures and is naturally also concerned with ways and means of preventing them.

Good painting requires good paint applied by first-class painters.

Presented herewith in usable outline form are the common painting defects, their causes and their cures. Illustrations and part of editorial matter furnished through the courtesy of the National Lead Company.

Washing (Fig. 5)

Cheap paint containing water soluble pigments or which allow chemical reactions to form solubles after the paint is applied are responsible for washing. Most noticeable near lower edge of clapboards and in accumulations on column footings or foundations. Repaint with proper formulated paint.

Checking (Fig. 6)

Cause is usually too soft an undercoat and not allowing undercoat to dry hard before putting on succeeding coat. Undercoats should always be formulated to be harder than the succeeding coats.

Slight checking is not serious but should be repainted to protect existing surface.

Alligatoring (Fig. 7)

Cause is always too soft an undercoat either due to too much oil which is the usual trouble, many inexperienced or amateur painters believing a heavy oil coat is the proper way to protect wood. Like checking it affects the top coats only and does not extend through to surface. It seriously affects durability and repainting is so difficult as to require removal in order to get a satisfactory appearing job. Alligatoring may also be due to use of impure oil or other vehicles and also due to painting before undercoat is dry. Undercoats should always be DRY before the next coat is applied.

Cracking and Scaling (Fig. 8)

Cracking is a rupture of the paint film which extends down to the bare wood. Scaling is the later stage of cracking. The cracking allows moisture to enter and get behind the paint film loosening the paint and then the scaling results. Caused by use of paint improperly formulated so that it becomes hard and brittle and is not flexible to follow the movement of the wood surface. The only safe and sensible remedy is to remove the paint with scraper and torch and repaint.

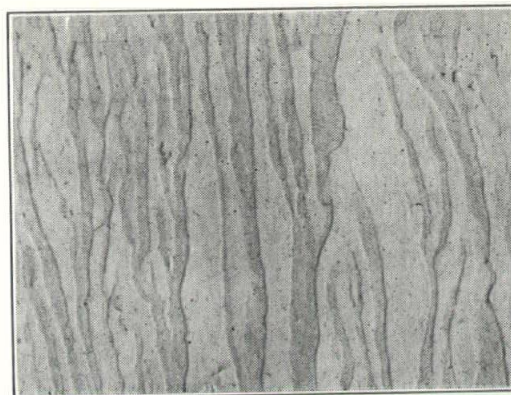


Fig. 5

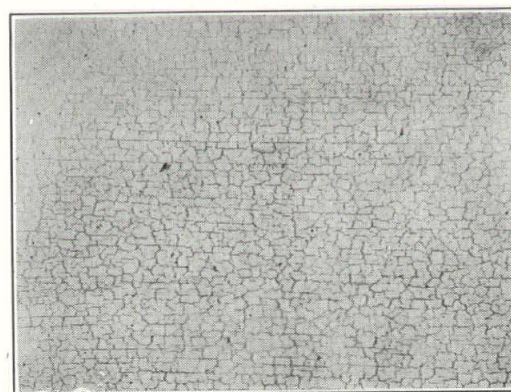


Fig. 6

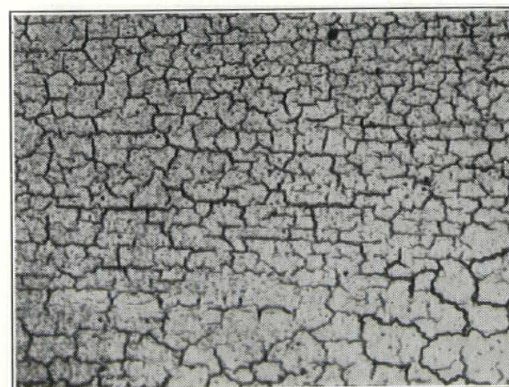


Fig. 7

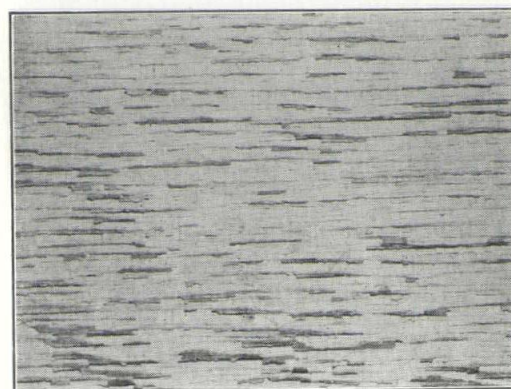


Fig. 8

(Continued on Page 31)

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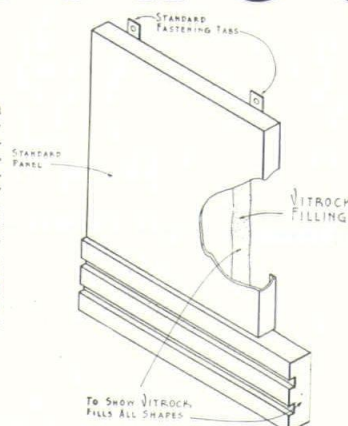
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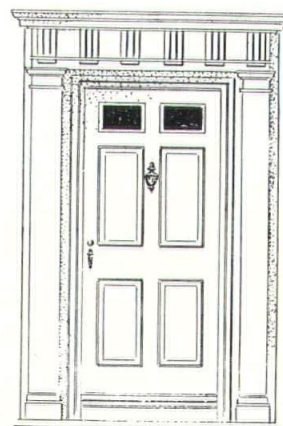
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BILL INGEMANN WINS THE PRIZE!

As announced in the last issue of Northwest Architect the latest volume on Frank Lloyd Wright as edited by Frederick Gutheim will be presented to Bill Ingemann of St. Paul who identified the greatest number of men in the accompanying picture which was taken by Frederick Klawiter at an annual Gargoyles Club Picnic in the middle twenties at the Automobile Club at White Bear. As far as we know the men in the picture are as follows:

Reading from left to right in the back row: Chris Pedersen, Ted Sime, unknown, Bill Ingemann, Ralph Smalley, Roy Childs Jones, Carl Staded, Bob Renwick, Bob Palmer, Carl Shelgren, unknown, Reinhard Teige, Jack Witherspoon, Jim Niemeyer, Milo Williams, unknown, George Darrell; Front row, left to right: Ed. Nelson, Magnus Jemne, Stan Twitchell, Horace Tousley, Holyoke Davis, Perry Bomberg, Dave Silver, Gerry Anderson, Dell Corwin behind Anderson, unknown, George Paulson, Ken Fullerton, Warren Durr, Art Schultz stretched out 6'-4" horizontally.

If any of you guys who didn't send in a list know the unknowns, let us know about it.

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Standard Form of Agreement Between Owner and Architect

The Board of Directors of the Association has been convinced that there is a definite need for use by the profession in Minnesota of a short form of contract between Owner and Architect and one which could be officially approved as standard.

The Committee on Practice, Fees and Ethics, with E. D. Corwin as Chairman, will submit the following suggested form for discussion and action at the convention and members are urged to study the same and come prepared to take up the matter so that action may be completed:

.....hereinafter called the Owner, and.....
hereinafter called the Architect, hereby agree as follows:

WHEREAS, The Owner intends to construct.....on the following described premises, viz.:.....; and whereas the Owner has employed the Architect to render professional services in connection with said proposed work. NOW, THEREFORE, In consideration of the payment of the fees hereinafter provided to be paid by the Owner, the Architect agrees to furnish and perform the following professional services for the general construction, electrical work, mechanical work, and equipment in connection with the construction of the above-mentioned building, viz.:

1. PRELIMINARY WORK. Attend preliminary conferences, prepare preliminary sketches and preliminary estimates.
2. CONTRACT DRAWINGS. Prepare working drawings, large scale details, specifications and proposal forms.
3. SECURING BIDS. Draft advertisements, if necessary; receive and tabulate Contractor's proposals, give advice as to letting contracts and aid in drafting forms of contracts.
4. DETAILS AND SHOP DRAWINGS. Prepare full size details and check shop drawings.
5. SUPERVISION. Supervise the work generally, issue certificates of payment to Contractors, keep accounts and generally administer the work, make final inspection for acceptance of work, and make final audit and report.

The Owner agrees to pay the Architect for the above-mentioned services a sum equal to.....per cent of the total cost of said work in connection with which such services have been performed, including the cost of equipment and fixtures, whether attached or movable, made from the Architect's drawings, or purchased under the Architect's supervision; provided that the Architect's fees shall not be included in computing the cost of said work.

The Architect's fees herein provided shall be paid to the Architect in the following manner:

Twenty (20) per cent of the total fee to be paid on the completion of the preliminary work.

An additional fifty (50) per cent of the total fee to be paid on the completion of the contract drawings and specifications.

The balance to be paid as the Architect's work progresses.

The fee is to be based on a reasonable estimated cost of said buildings, or if bids have been received, it shall be computed on the basis of the lowest bona fide bid or bids. If any work is abandoned or suspended the Architect shall be paid for all services rendered to date.

If, after a definite scheme has been approved by the Owner, any changes made by the Owner requiring additional drawings or specifications, or the performance of any additional services by the Architect, the Architect shall be paid for such additional services on the basis of the cost to the Architect.

It is agreed that any preliminary estimates furnished by the Architect shall be regarded as a reasonable approximation.

The Owner agrees to furnish at his own expense a complete and accurate survey of the building site and any borings and soil tests required by the Architect.

The drawings and specifications to be prepared and furnished by the Architect pursuant to this agreement shall be the property of the Architect. Copies thereof shall be furnished the Owner, but shall be used for the purposes of this work only.

Dated, 19.....

Attest

OWNER

ARCHITECT

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Schedule of Holidays, Working Hours and Vacations for Architects' Employees*

1. Holidays to be observed with pay: Washington's Birthday, Decoration Day, Fourth of July, Labor Day, Thanksgiving, Christmas, and New Years. If these holidays fall on Sunday, the following day will be a holiday.
2. A maximum working week of forty-four hours.
3. Each employee shall receive with pay one day of vacation for each full month of employment. If the employment is over five months, Saturday is to be accepted as one day.
4. Time out of the office for sickness shall be made up.
5. Overtime work shall be paid as straight time, but the acceptance of overtime work shall be at the option of the employee.



**Prepared and Adopted by Minnesota Association of
Architects in Convention, 1940**

**This schedule is subject to the Federal Fair Labor Standards Act of 1938 and acts amendatory thereto in all cases where employees are engaged in interstate commerce or in production of goods for interstate commerce.*

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The Peelle Company —Sweets 14-23

The Richmond Fireproof Door Co. —Sweets 14-16

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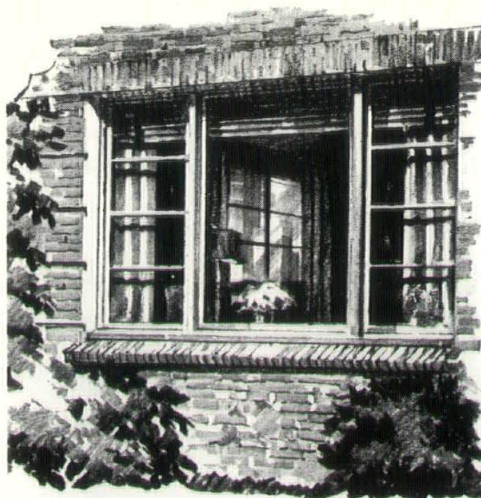
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We Wish You Fair Weather for Your Duluth Meeting

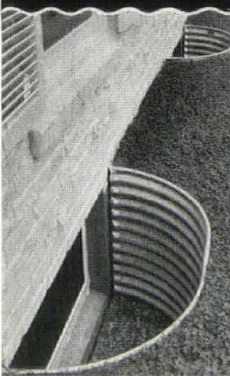
Bad weather calls for insulated glass areas. A system of insulating windows and other glass areas to eliminate frost, ice and attendant problems due to excessive condensation of moisture. Ask us about them. Also Reese Flexo-Seal metal weather strip.

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65" Standard Industrial Round
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In the selection of materials the architect must depend upon his imagination, tempered with a certain amount of logic and reasoning. The architect of course has no laboratory in which to try his ideas, other than the laboratory of experience, and while he must lean on himself largely in his judgment, he must to a certain extent also lean on the producer. They are a team.

While some architects are very conservative and afraid of things they know nothing about, others like to go ahead and learn about new products. Nevertheless an architect does not like to fly backwards and while almost any architect is willing to rely on his judgment as he sees it at the time, he appreciates authentic, intelligent data on a product and its uses. The Producer's Council is doing an excellent job in this respect in bringing the architects the latest and most authoritative information about new products and services available.

It is a fact that most salesmen calling on architects know not only the good points about their products, but also some of the drawbacks, and they should be completely honest in discussing their products. More than one salesman has found that by calling the attention of the architect to both the good and bad features of his product he has often got suggestions which he has been able to transmit back to his factory, to eliminate some possibly objectionable features of his product or to better the good features.

The architect on the other hand who will not listen to the story of the intelligent sales-engineer who knows his products and their uses and limitations; and the architect who does not take every advantage of finding out the uses and advantages of a new product, is hurting himself and is not giving his client the fullest measure of service which he deserves and has a right to expect.

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A Successful Meeting

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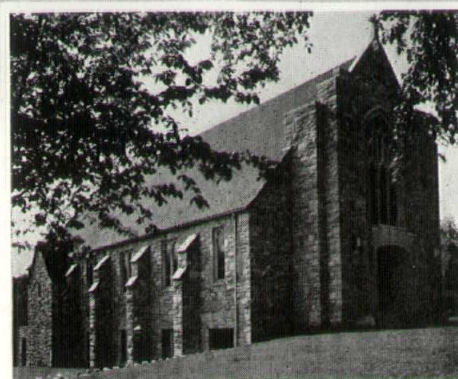
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Northwest Architects

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to

DULUTH

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General Contractor

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Minnesota

Our cordial greetings are extended to the members of the Minnesota Association of Architects. May your convention be helpful and your stay in Duluth a pleasant experience.

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Art Gum Crumbs and Thumb Tack Holes (Or Scotch Tape Tracks)

Wherein the editor gets a letter from the keeper of the crumbs.

Dear Hal:

Well, I did like you sed I should and checked aroun' on the guys comin' to Duluth on Aug. 22 and 23 skidoo. The way everybody is talkin' the hole gang will be there.

I hear the rooms at the hotel aint bad either—I mean they don't hold you up. I suppose they figgers the boys won't really use the room much anyway—I heard tell some guys never even wrinkle the sheets on their beds. The highest price rooms look out over the lake and the cheaper rooms out across the hill towards Hibbing and Little Marie. You might as well take the cheap room because by the time you hit the hay Lake Superior would look like Como Park on a dark nite on top of them Cuba Leebras you like so well.

Getting back to the boys comin' to the meeting. Saw Louie Peanuts and he'll be there and how. The Winona gang will be up as usual. They was in Duluth last time and they been plenty busy this year too so I guess they figure as how they can get away. C. W. (Garcia Garcia) Farnham will be there if Helen lets him—no not my Helen, hisn. Now that Dell Corwin has got his pilot's license he says he may fly up. One of the boys, I forget which or who (which is it, which or who) says he's got a sample of a aluminum double hung window he's going to raffle off to pay his way if the F.B.I. don't catch him. Havens tells me that there will be some humdinger exhibits there this yr. too and with 2 full days we should do them up brown, huh? Of corse, "Stonewall" Jackson, the greatest Treasurer since Alexander Hamilton, will be there too. The bored directors has a meeting Friday a. m. you says so all those guys will be there. The Mankato boys between schoolhouses and Coca-Cola plants figure they can sneak away for a couple daze if you and I can—they always come thru anyhow you know that. Tus and Bill Dorr and Ruggs and Ollie Larson and Hans and the rest are following through on Mpls. and we're hot on the boys here in Sen Pol so it looks like a good one this year. The army has got some of the old standbys—there's Phil Bettenburg and Gil who are soldiering a long way from home and Captain Knutsen from Rochester whose in Frisco or Hawaii so they got pretty good excuses. Well, Hal, like I said before I didn't check on all of 'em but it don't look like they're going to let the Duluth Boys down anyway when they have been doing so much getting ready and stuff. Say if they let me take a bottle of bait with on that boat trip I'll catch you a herring—how's that?

Until Friday

Ken.

*Our Good Wishes for a Pleasant
Visit to Duluth—*

THE HEIMBACH LUMBER CO.

Main office—28 E. Railroad St.,

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DULUTH

MINN.

— Established 1883 —

Northwest Architect—Your Own Magazine

★ NORTHWEST ARCHITECT is now well into its fifth year of publication and it may be well at this time to make a restatement of its policies and ideals.

NORTHWEST ARCHITECT in the first place is not "just another architectural magazine." It might very well be argued that fine as they are in their field there are perhaps already too many such publications.

NORTHWEST ARCHITECT's primary purpose is to promote and maintain better relations and understanding between the architects themselves, and between architects and all other elements of the great building industry. We realize that the architectural profession as a whole will progress in proportion as we work together in a cooperative manner and intelligently apply our accumulated knowledge towards betterment of conditions. We realize, too, that we architects working as a group should thin from our ranks that very small minority of chiselers, fee-cutters and insincere men who not only seem to delight in "hooking" their clients, but are also hurting to a great degree the business of that vast majority of architects who not only play the game squarely, but who also are proud of their calling and are continually willing to better themselves and their profession.

In other words, NORTHWEST ARCHITECT will continue to promote the welfare of the building industry as a whole. It will continue to promote and maintain interest in the activities of organized architectural societies. It will face and attempt to help solve the present day realities of this business of architecture in a spirit of cooperation and understanding.

NORTHWEST ARCHITECT will be able to do this because it is *your own magazine*. Your editorial contributions or those of your friendly competitor or fellow member of the building industry as a whole, will continue to keep it a personalized, newsy, and it is hoped, helpful publication.

Articles appearing in NORTHWEST ARCHITECT are not paid for nor do members of the editorial staff receive financial remuneration. The publication is made possible from a financial standpoint only through the splendid cooperation and support of our advertisers and their messages to you warrant your earnest consideration.

Finally, please remember that the columns of NORTHWEST ARCHITECT are open to all architects, draftsmen, and anyone else interested in promoting the best interests of architecture and the building industry as a whole.

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7 E. FIRST ST.

DULUTH

Convention time is get acquainted time and the Eighth Annual Convention of the Minnesota Association of Architects at Duluth, August 22-23, will give architects another opportunity to renew personal contacts and scan trends and innovations in the building field.

Today America has a new source of supply of an ancient stone—travertine. Montana Travertine is as young as the Association. Its popularity, too, has advanced steadily. Prominent installations of this variegated, adaptable marble in the Northwest include:

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Thank You!

Frederick G. Seelmann
Architect
Palm Beach, Florida

July 31, 1941

Mr. H. W. Fridlund, Editor

Dear Mr. Fridlund:

I have just completed reading *THE NORTHWEST ARCHITECT* for June, 1941, and particularly compliment you and your staff on its editing.

The complimentary article to Thaddeus Philander Giddings by William Gray Purcell was most deserving and interesting. The article by Jack Little published for Southern California Chapter A.I.A., entitled "A Program for Professional Betterment," deserves whole-hearted attention plus personal action by all the architects of the country.

The editorial, "We Must Have Publicity," is certainly to the point, also timely, and I agree that sooner or later the A.I.A. at Octagon headquarters will have to get behind this matter in real earnest. The magazine idea always comes to mind when advertising is talked of by architects, and if edited by the A.I.A. at Washington in a highly dignified manner I cannot see where the profession will lose in its ethical standing.

I have been receiving *THE NORTHWEST ARCHITECT* for the past few years and always enjoy reading it, and so to you and your association goes this letter of appreciation.

Respectfully yours,

FREDERICK G. SEELMANN.

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MINNEAPOLIS

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MINNESOTA

The SHARP Pencil

To the City Officials of Minneapolis, St. Paul
and Duluth

Not unlike other large cities of the United States and some not so large, Minneapolis, St. Paul and Duluth face one common problem.

From 1900 to 1930 the growth of the cities was almost spectacular until half the population lived in the cities. First the central areas expanded, then blossomed subdivision after subdivision with all the attendant requirements of sewer, water, paving, curbs, boulevards, fire stations, schools, streetcar lines, police protection, etc. Gradually the congested areas stagnated. With the tremendous advance of the automobile, and highways stretching out from the cities, people began to make comparisons and more and more began to move farther out.

Now the urban areas began to become "problem areas." New air-conditioned "shopping centers" in the suburban areas have decentralized the business areas, so that, generally speaking, people "go down town" less and less each year. As businesses in the older sections find they cannot longer pay even the taxes on their properties, let alone make a fair profit, buildings are torn down and made into parking lots. The parking lot pays a tax on the land value but the income from the building is lost. And so—another "problem child."

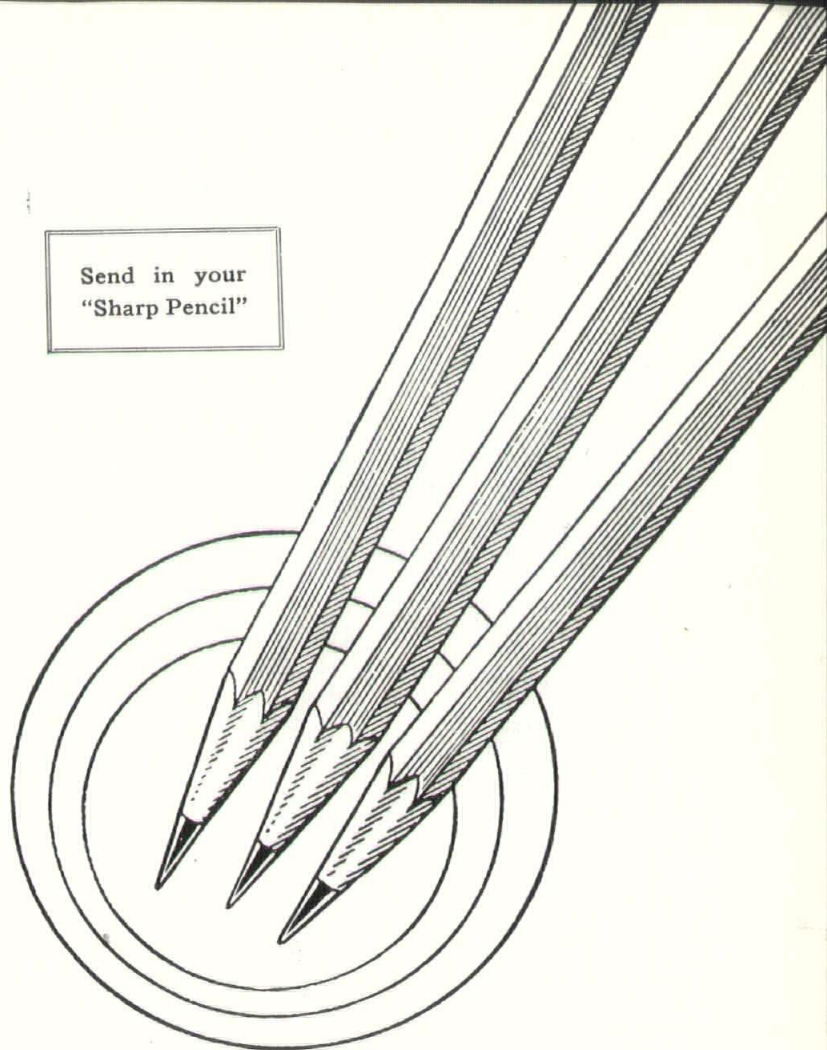
But you gentlemen know all *these* things and you should know, too, that it could probably have been stopped by means of proper city planning. Is it too late to do something about it? Not if the something done is done right.

Cities should look upon this period as a replacement period to redevelop stagnated areas. Some of them may again be made into highly desirable, reasonably priced residential districts of the community. But it must be planned, and planned by men trained for this type of work. The planning boards should consist of the best trained city "planners" available.

Our cities were built under the same economic fallacy which accounts for the plight of our railroads. When you fail to wipe out the capitalizations at rates commensurate with the actual physical decay and obsolescence, and then are tied down either by law or otherwise to maintain a fiscal policy just as obsolete, something has to be done about it and it is a sad commentary on our civilization if we let our unprecedented advance in science and machines blind us to certain serious conditions which are very obvious. Yet these conditions can probably be overcome if we don't wait until it is too late.

Let's not let the heart of our cities go to seed.

Send in your
"Sharp Pencil"



WE HEARD THAT:

Dean Ball down in Madison, Wis., is recovering nicely from a long siege of illness—nice going, Dean, and we're all pulling for you.

Rudy Zelzer is convalescing at St. Joseph's Hospital in St. Paul from a recent major operation and at last reports was itching to get his fingers around an HB again. It won't be long, Rudy.

The APX alumni had a peach of a meeting out a Clint Campbell's (Campbell Oil Burners) cabin on the Minnesota recently. Cards and refreshments both liquid and otherwise were enjoyed by a nice turnout.

Russ Williams reports that a recent "bundle from heaven" at their place has taken over control of the household.

Note: If you know of something which the rest of the fellows would like to know about—send it in. A penny postcard will do—we aren't too formal about those things—what we want is the news.

Some Idea of What 18 Billions Means

Here is the way the Guarantee Trust Company of New York visualizes it:—If a printing press had started to print \$1 bills at the rate of one a second when Columbus first landed in our country, and continued to produce them at the same rate ever since, the amount would still be about 3 billion dollars short of the sum required to pay the estimated expenses of the Government for the next fiscal year.

If eighteen billion dollar bills were laid end to end they would stretch 1,643,387 miles, or 66 times around the earth. They would make 6 strands extending from the earth to the moon with 2 billion dollars to spare.

Divided up it would mean \$138.11 each for every man, woman and child in the United States, or \$550 for each family of four.

At 1¢ each 18 billion dollars would buy 1,800,000,000,000 aspirin tablets.



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BREEZY POINT LODGE

Your Vacation from A to Z

- A** is for air that is scented with pine,
- B** is for billiards — if that's where you shine,
- C** is for coolness the whole season long,
- D** is for dancing — (bring your partner along),
- E** is for evenings — enjoyment and ease,
- F** is for fishing — and fun as you please!
- G** is for golf on a championship course,
- H** is for horses — all gaited, of course,
- I** is for your invitation up here,
- J** for just any month this year.
- K** is for knotty log cabins for you,
- L** is the Lodge — modern and new.
- M** is for meals — the best ever cooked,
- N** is for nothing that we've overlooked.
- O** is for outdoors which nature designed,
- P** is for practical comforts you'll find,
- Q** is for quiet — so's you can relax,
- R** is for rowing — takes the kinks from your backs.
- S** is for swimming and sailing and such,
- T** is for trap shooting to keep you in touch,
- U** is for BPL's staff (that means us)
- V** means vacation — come by rail, car or bus.
- W** stands for a wonderful time.
- X** marks the spot at the end of this rhyme*,
- Y** is for you — So plan now not to dodge, the
- Z** — meaning "ZING" at *Breezy Point Lodge!

Write for free illustrated booklets
GORDON W. FAWCETT, Managing Director



PEQUOT LAKES, MINN.



Welcome Architects

CONVENTION CONGRATULATIONS

The coming 1941 convention of the Minnesota Association of Architects is an outward indication of the continued success of the organization, and as such is a source of gratification to the organized general contractors of Minnesota.

During the accelerating trend toward regimentation implied in the nation's present defense effort, the importance of professional and trade organizations is again being amply demonstrated, and in the post-war reconstruction period may be even more important. It goes without saying that it is not only to the selfish interest of every trade and professional group in the industry, but it is also to the best interest of the industry itself that the constituent trade groups continue and strengthen their positions.

The heartiest congratulations are extended to the Minnesota Association of Architects on this occasion by the building contractor members of the Associated General Contractors of Minnesota.

(This and our subsequent advertisements in the Northwest Architect are sponsored by the following members of the Builders' Division, ASSOCIATED GENERAL CONTRACTORS OF MINNESOTA)

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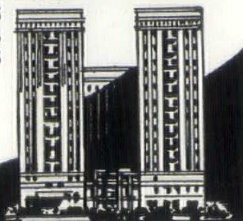
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NOW offering new modern guest rooms with every New facility for your comfort. A few of these are the new vanity desk, which eliminates the old style dresser--new styling in beds, giving more complete comfort--larger dressing mirrors--electric outlets for shavers--more convenient reading lights--no price increase.

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	Two persons	
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The **CURTIS HOTEL**
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Come to Duluth

Picturesque Duluth, at the most westerly tip of the Great Lakes, is the gateway into the northwest's most alluring playground, the Minnesota Arrowhead Country. Ideal as a vacation and convention city, its delightful climate during the spring, summer and autumn months—its scenic beauties and excellent recreational facilities—attract vacationists from every part of the United States.

Duluth is justly famed for its healthful climate. While other cities swelter in summer's intense heat, "air-conditioned" Duluth is uniformly cooled by prevailing winds off Lake Superior, largest body of fresh water in

the world. Average temperature for June, July and August is but 65 degrees. Because of its pure, cool air—free from pollen and dust—Duluth is known as the "Hay Fever Haven of America" and thousands of hay fever sufferers find relief there every season.

In Duluth and the northern Minnesota lake country are excellent facilities for virtually every summer sport. There are several exceptionally good municipal and private golf courses. Numerous scenic trails for hiking, cycling and horseback riding wind through Duluth's 74 natural parks. The finest sand beach in the northwest is found on Minnesota Point.

The hundreds of clear, cold lakes and streams of the Minnesota Arrowhead Country—stocked with 14 varieties of fighting game fish—offer probably the finest fishing and canoeing in America. Deep-sea fishing for lake trout along the north shore of Lake Superior is tremendously popular. Many fine brook trout streams are near Duluth, and northeastern Minnesota is also famous for its game and bird hunting.

Scenic beauties of this area are world famous. Excellent highways from Duluth wind through the very heart of America's last wilderness area, with its hundreds of square miles of virgin pine forests. Duluth Skyline Parkway Drive—25 miles in length and overlooking the city, harbor and Lake Superior—is one of the most picturesque in America. Another unusual scenic highway is the North Shore Drive, following Lake Superior practically all the way from Duluth to the Canadian border. Branching from this highway are numerous interesting motor trails leading into the wilderness country.

Other interesting excursions out of Duluth include tours through the Superior National Forest—largest in America and containing 3,700,000 acres—and to the great Iron Ore Ranges which produce 60 per cent of the iron ore mined in the United States.

Duluth's unique aerial lift bridge, spanning the canal entrance to the harbor, connects the city proper with Minnesota Point, long, narrow strip of land, forming the outer wall of Duluth's fine harbor. On it are the U. S. Naval Training Station, the U. S. Coast Guard Station, the Municipal Recreational Center, the finest sand beach in the northwest and many summer cottages.



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(Continued from Page 15)

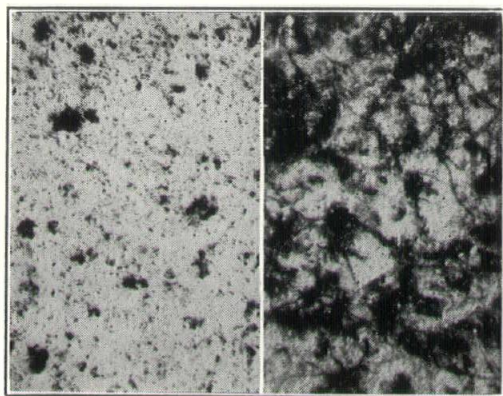


Fig. 9



Fig. 10

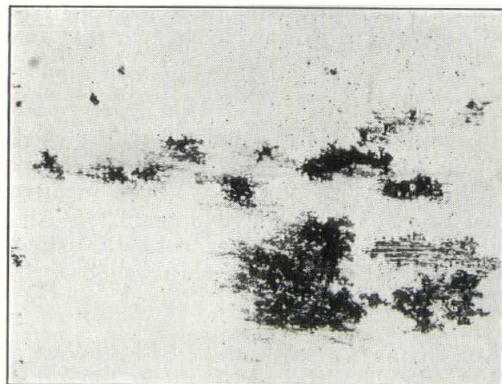


Fig. 11

Dirt Discoloration and Mildew (Fig. 9)

Conditions often confused. Mildew has fibrous, fungus-like appearance (right half of illustration). Combined condition of moisture, warmth and shade causes mildew. Develops on soft paint films more readily than on harder. Where conditions favorable to mildew must be met, add 4 ounces mercuric chloride (corrosive sublimate) DEADLY POISON—BE CAREFUL.

Dirt discoloration occurs most often where too much oil was used in finish coat causing it to dry soft and tacky—this type of surface catches and holds every particle of dirt. Proper formulated coat will give glossy surface yet hard film to resist excessive dirt collection.

Running and Sagging (Fig. 10)

These are associated defects due, nearly always, to use of too much paint and often associated with use of a paint heavy in oil when the tendency is to apply the paint too freely. Often results from amateur painter "flowing" the paint on instead of using "elbow grease" and working the paint in. Can sometimes be made satisfactory by sanding down the sags and repainting.

Discoloration Over Cedar and Redwood (Fig. 11)

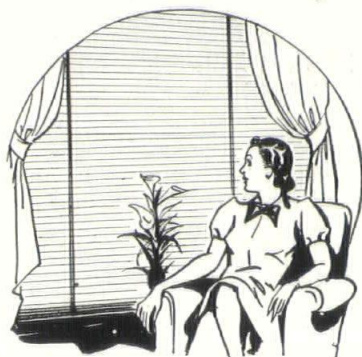
Caused by dark colored water-soluble substances in these woods brought to the surface and deposited there. Allowing the wood to weather thoroughly before painting is a good means of preventing this condition.

Greetings!

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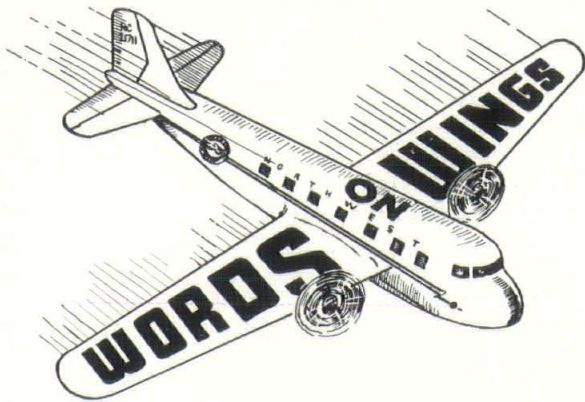


Housewives today want more than Modern Styling—more than just Utility. They want neatness, simplicity, character, modern styling—in their Homes. WARREN VENETIANS are the accepted answer to many a housekeeper's wish-thoughts regarding her window treatment. They have Economy, Utility and Modernness. They solve daylight and ventilation control to a remarkable degree.

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By **JOSEPH A. FERARIS**

Director of Publicity, Northwest Airlines, Inc.

Eagles never await an attack. They soar to meet it. And that's the reason the bird is symbolic of fighting power on the wing! By building up our nation's air force we are using the same technique to protect our country and homes that the eagle does to protect its nest against invaders. And when we see giants of the air like the new B-19 we cannot help but swell up a little and feel proud of this nation of ours and the skill, intelligence, man-power and understanding that keeps this mighty country running so smoothly.

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I just returned from an aerial jaunt of the West Coast and, believe you me, they are burning the "midnight oil" out there in behalf of national defense. At the Boeing Aircraft in Seattle crews are working day and night. And flying fortresses and other planes are rolling off the line daily. Incidentally the aircraft manufacturing industry of the nation established a new record of 45,588,286 man-hours worked in production of warplanes in one month. And they took on new orders totaling more than \$800,000,000.

* * *

A good laugh is welcome in times like these—and here's a story that I guarantee will produce more than one chuckle. A Minneapolis man recently visited famed Mount Hood and picked up a painful sunburn while trying a bit of summer skiing near Timberline lodge. Some one suggested vinegar as a remedy. When he reached Portland he called room service at a hotel and gave his order. "Send up," he said "one quart of vinegar." A few minutes later a bellman appeared. On a tray he had the bottle and six glasses, plus a bucket of ice. He appeared to be puzzled: "Begging your pardon, sir, but how do you want it mixed. Out here we use vinegar only on our tomatoes!" The sun-burned man roared in disgust. "Tomatoes! And what do you thing I feel like." P.S. The vinegar did not help his blisters.

* * *

Archduke Franz Joseph of Austria, now in the United States as a refugee, is convinced that the German Luftwaffe will lose the war in the air to England's Royal Air Force. The Archduke, veteran sportsman flier who lives quietly in a modest New York apartment, says the greatest weakness of the Nazi forces is lack of replacement pilots. He informed a friend of mine the other day that he feels as certain of Hitler's defeat in the air as he is "that tomorrow will dawn."

* * *

Trans-Canada Airlines planes were used in a strange rôle the other night. During a blackout in Toronto, and again in Winnipeg and Vancouver, they were used to represent "enemy aircraft." And while powerful searchlight played across the skies, anti-aircraft guns fired away with blank shells.

* * *

Odd facts from the cockpit . . . Mae West pictures adorn the inflatable lifejackets worn by RAF pilots. The boys call them "The Mae West." . . . The youngest licensed instructor in the United States is Merlin Jacobs, Jr., 18, of New Orleans, La. . . . British colors are flying over many airports in this country. The reason? Special planes are sent to the fields to train RAF boys.

* * *

Northwest Airlines' new application for extension of its service to New York City would give the nation the fastest air service from coast-to-coast in existence. Nonstop flights would be made from Minneapolis to Windsor, Ont., across from Detroit, Mich., and from there to New York, and another flight would be non-stop from Milwaukee to New York City . . . A third proposed flight would stop at all of the cities . . . Business, industrial and civic leaders and public officials over a large part of the country—and in every city and state served by Northwest Airlines—are supporting the proposed application.

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Index of Advertisers

A & E Supply Company.....	31
Acme Stone Co.....	34
American Artstone Co.....	16
Arrowhead Water Taxi.....	19
Associated General Contractors.....	29
E. E. Bach Millwork Co.....	34
Blue Print Service Co.....	34
Breezy Point Lodge.....	28
Broman-Plaunt Co.....	24
Builders Hardware Group.....	33
Canton Lumber Sales Co.....	34
Carney Co.	11
The Celotex Corporation.....	13
Chamberlin Metal Weather Strip Co.....	12
Cole Sullivan Engineering Co.....	20
Crown Sidewalk Co.....	21
Curtis Hotel	29
Cutler-Magner Company.....	19
Drake Marble & Tile Co.....	12-32
Electric Blue Print Co.....	34
Farman & Ford.....	26
Flour City Ornamental Iron Co.....	18
J. D. Harrold.....	24
Hauenstein & Burmeister.....	14
Hawkeye Portland Cement Co.....	2
The Heimbach Lumber Co.....	24
Jackson, Joel F.....	15
Kelly How Thompson Co.....	16
Lagerquist, Gust & Sons.....	21
Loftus, H. G.....	26
Luedtke Bros.	18
Minneapolis Blue Printing Co.....	34
B. F. Nelson Company.....	9
Northern States Power Co.....	2
N. W. Federal Savings & Loan Ass'n.....	23
Northwestern Improvement Co.....	26
A. C. Ochs Brick & Tile Co.....	14
C. W. Olson Mfg. Co.....	20
H. A. Rogers Co.....	21
Rolscreen Co.....	21
A. T. Rydell, Inc.....	15
St. Paul Corrugating Co.....	21
Serley Sash & Door Co.....	34
Smooth Ceiling System.....	34
Sound, Inc.	23
Thomas Moulding Floor Co.....	34
Twin City Brick Co.....	17
Twin City Granite Co.....	14
Viking Health Systems, Inc.....	20
George T. Warner.....	34
Warren Venetian Blind Co.....	31
Frank P. White Company.....	21
Whitney's	25
Martin Wold Company	25
Wood Conversion Co.....	17
Woodruff Lumber Company.....	25
Zenith Dredge Company	30

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Just in time for Spring building comes the new REDWOOD BATT, made of the same wiry resilient fibres of redwood bark that has made PALCO WOOL a favorite with dealers.

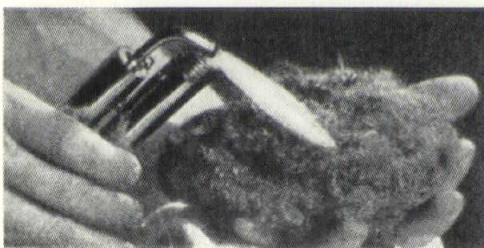
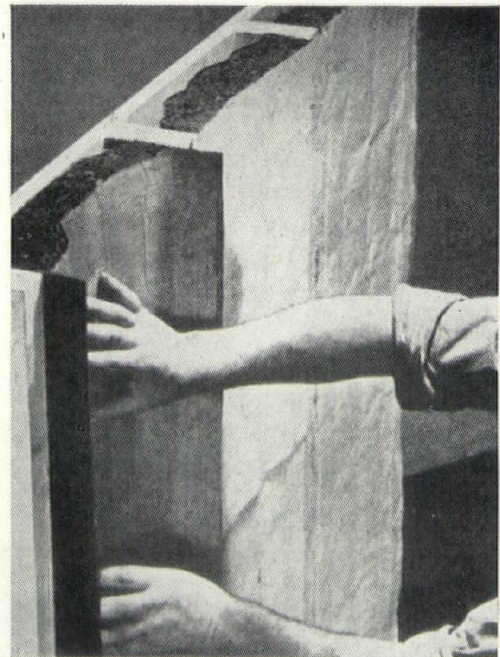
Now, PALCO WOOL is "Saferized" . . . a new process which makes it even more fire resistant than before, and whether you sell it in the new batt or in the form of wool, you may know that it has passed the "blow torch test" which shows it flame-proof.

More than 250 Cold Storage Locker Plants in the Northwest, operating at zero or less, are insulated with PALCO WOOL. It's used by Westinghouse for insulating electric heaters. Everywhere you find dealers and manufacturers calling for PALCO WOOL when they want a dependable fill insulation.

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Facts About the New Redwood Batt

- It's SAFERIZED—making its fire resistant qualities even greater than before.
- The Batt is 2"x16"x48³/₈", made to fit all standard stud spacing.
- Completely enveloped in Kraft paper, the Batt is sewed and sealed together so that it will not buckle or sag when being installed.
- Its Spring-Wedge construction enables it to support itself in the wall or ceiling while being installed, and assures a snug fit.
- Its light weight and extreme rigidity make it easy to install overhead between ceiling joists.
- Installed permanently in place by stapling the overhanging flanges to the studs or joists.
- The flange of the Redwood Batt is designed to pull tight over the face of the studs and leave no air space between the "Vapor Shield" and the plaster base, but does leave space on cold side of insulation when it is desirable.
- Available for carload shipment from the factory. Available in LCL from Twin Cities.



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